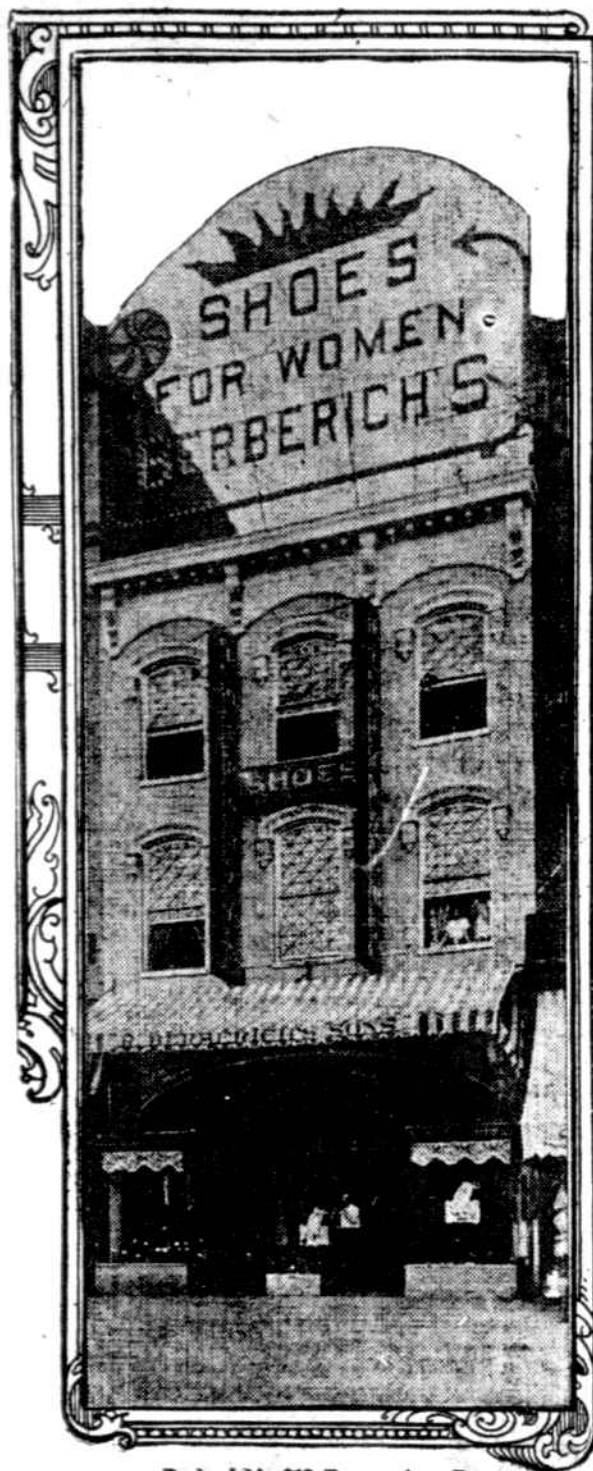
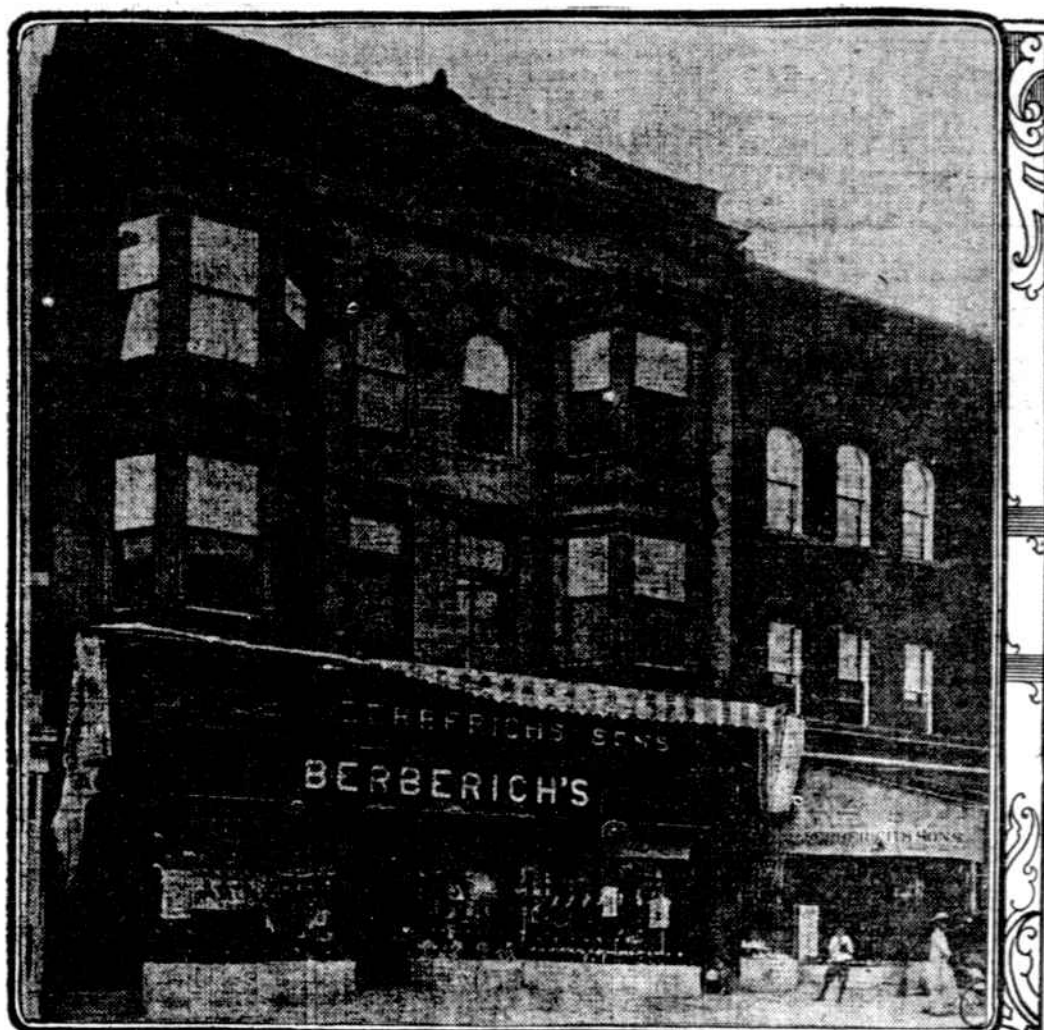




Washington's Greatest Shoe House



Berberich's 813 Penna. Ave. Branch



Berberich's Main Store at 1116-22 7th St. N. W.

Founded in 1868, and been growing bigger ever since

Invites You To Share In These Remarkable Savings

YEAR after year this greatest Shoe House of the South continues to serve increasing numbers of Washingtonians and the people of Maryland and Virginia with the world's finest footwear—at prices that are right. Founded in 1868, the House of Berberich's has steadily grown until it now takes two immense stores to handle our tremendous business. The very size of the House of Berberich's makes possible shoe values and store service impossible to smaller firms. The tremendous volume of sales makes it possible for us to continue our standard prices on trade-marked shoes of international reputation IN SPITE of the rising costs of leather which has made it necessary for some stores to raise their prices.

Right now Berberich's is offering the greatest shoe values you'll find in this section.

Two Standard Trade-marked Makes at the Old Prices

LA FRANCE

Shoes For Women

\$3.50, \$4.50, \$5.00



La France Shoes are essentially the choice of particular women this Spring, when the short, flaring styles in women's dress and novel effects in the Shoes themselves make milady's footwear the predominating feature of her dress.

Fashioned in leathers as soft as gloves, by craftsmen who consider their work an art, La France Shoes reflect, inside and out, the quiet elegance desired by milady of fashion.

THE FIFTY NEW SPRING MODELS

Represent a degree of dainty beauty never before attained. Chic pumps, new colonials, clever high-cut patterns, embracing all the newest shades and novel contrasting leathers. Remember there are all styles from which to select at Berberich's.



Order By Mail

Send us the lettering and numbers that appear on the inside of your old shoes and we will duplicate the exact size. We will prepay the charges both ways where the purchase is not satisfactory.

BURROJAPS

GUARANTEED Shoes for Men

\$4.50--\$5.00--\$6.00

Burrojaps are the shoes that have been giving the men of Washington the style and wear they demand at the right prices.

No shoes for men embody more good points in appearance than they do.

Their clean-cut, snappy lines at once appeal to men of taste, whether for business or social wear.

This season both high shoes and low shoes show style departures of interest and the full range of models is to be seen at Berberich's.



GUARANTEED WEARING QUALITIES

Every pair of Burrojaps is sold with this guarantee—"If the vamp breaks through before the first sole wears through, you get a new pair free."

Burrojaps Shoes for men are so well made, from such superior leathers, that the manufacturers and Berberich's BOTH can AFFORD to make this sweeping guarantee.



BRANCH STORE
813 Pennsylvania Ave.

Berberich's

Washington's Largest and Most Progressive Shoe House—Established 1868

MAIN STORE
1116-1122 Seventh St.